

Glossary of Terms

5 A Day: A campaign by the National Cancer Institute that provides free (or minimal cost) materials, information, and ideas for increasing intake of fruits and vegetables.

5-A-Day Challenge: A program developed by the National Cancer Institute to promote the consumption of fruits and vegetables, and to encourage a minimum intake of five fruits and vegetables combined daily.

A la Carte: School meal choices that are not a part of a USDA reimbursable meal plan.

Action Plan: A detailed plan of the actions needed to achieve objectives, answering exactly what will be done, who will do it, and when it will be done.

Active learning time: The time spent moving during any period of learning.

Ad hoc committee: A short-term committee with a very specific function and limited time commitment.

Advisory board: A group that listens, make recommendations and provides support, but takes no action on its own, and has no authority over coalition task forces or committees.

Balance: Eat a variety of foods in moderation, and balance this with regular physical activity.

Brainstorming: A round-robin process whereby everyone provides input.

CDC: Centers for Disease Control and Prevention.

Choices: Make healthy food choices from the major Pyramid Food Groups with less fats, oils, and sweets for good balance.

CLASS ACT: Created for teachers by teachers, a collection of innovative activities for promoting physical activity in the classroom.

Coalition: "A joining of individuals, groups, and businesses with a shared goal of creating changes together that would be impossible independently."

Collaboration: Partners working together and sharing resources to create change.

Community review: A process to identify community strengths and areas for development. It provides information to make decisions about taking actions for improvement.

Customer: Used to refer to the community group targeted for marketing.

Dietary Guidelines for Americans: U.S.D.A. guidelines for healthy eating and activity.

Environmental Change: A change in the factors individuals encounter in their every day life that influence the decisions they make.

Environmental Change Methods: These are methods that are used to create the environmental changes. They are actions such as affecting policy, collaboration, repetition, education, support, and reward.

Exercise: Activity that is structured and tends to have fitness as its goal.

External reward: A reward given by another person or group. It may be in the form of recognition, or a "prize" for something well done.

Facilitator: An individual who uses various techniques to ensure that meetings run smoothly and have good results.

Fat: Recognize the sources of fat in your diet, and limit these sources when making your food choices.

Food Guide Pyramid: A practical tool for choosing a healthful eating pattern.

Healthy lifestyle: Patterns of living that include healthy eating, physical activity, and appropriate rest which lead to both physical and emotional wellness.

Informal, unwritten policy: Tradition...the way things have always been done.

Initiative Coordinator: A person whose primary task is to facilitate communication, organization, and action. This person works with other coalition leaders to share responsibilities.

Interdisciplinary Learning: An educational process in which two or more subject areas are integrated with the goal of enhancing learning in each of the subject areas.

Internal reward: A reward that is not dependent on another person or thing. Internal rewards can include the thrill of a challenge, fun, creativity, curiosity, control (self-responsibility) or desire to learn.

Invisible Partners: Partners who do not regularly attend coalition meetings but believe and support the coalition.

Latchkey: An after-school program for children.

Listening Session: A meeting for collecting ideas and comments for future planning, problem solving, and marketing.

Marketing and Modeling (M-and-M's): Taking action to create awareness, or to sell an idea, practice, or product, and practicing in daily life, the changes you wish to create.

Marketing plan: A plan that is created to promote awareness, “sell an idea, or increase participation.

Marketing team: A committee of coalition members whose primary responsibility is to create community awareness and motivate change.

Measure: A necessary component of your initiative's action plan that will allow your coalition to collect information, interpret it, and measure results to monitor effectiveness.

Member: An individual who shares a personal interest with the coalition.

Mission: A statement of what you intend to accomplish and why.

Mobilizing: Putting factors in place to prompt action.

Model: To practice in daily life the change you wish to create.

Module Glossary: A glossary of terms located at the end of each module.

Noncompetitive physical activity: Participation in the activity isn't dependent on “winning a spot” based on a skill level in comparison with others.

Nutrition Advisory Council (NAC): Student groups formed to offer feedback regarding school meals, and to take an active role in promoting the school meal program goals. A program supported by the American School Food Service Association.

Nutrition misinformation: Misleading or untrue advice about nutrition.

Objectives: Statements of how much you will accomplish, for whom, and when.

Partner: An established agency, organization, or business that has interests compatible with the coalition.

Personal review: A review of factors that influence personal choices for healthy eating and activity.

Physical activity: Any bodily movement you do using skeletal muscle that expends energy.

Physical fitness: A level of health you acquire by being physically active.

Policy: Written, formal guideline(s) for how to proceed in a particular situation.

Promotion: An action taken to promote or “sell” an idea or activity.

Proportion: Choose foods from all five major food groups; choose more servings from the Grain, Vegetable, and Fruit groups than the other Pyramid groups.

Resource file: A card or “list” file system to organize resources.

Resource: Existing programs, services, facilities, equipment, time, people, or communication tools that can be used to create opportunities for healthy eating and activity choices.

Role Model: An individual who sets a good example by “doing”.

School-based Community Initiative: Step Up and Step Out—joining community and school to form a coalition for the purpose of increasing healthy choices everywhere children live, learn, and play.

Self-efficacy: Confidence in ability to do something.

Six R's of participation: 6 reasons people participate in groups, organizations, or associations. Identified by AHEC/Community Partners.

Star 5: Classroom activities that teach the Food Guide Pyramid and 5 basic nutrition concepts.

Strategy: Broad statements about how your mission will be accomplished.

Sustainability: The ability to maintain something over time.

Target market: The community group(s) for which the marketing plan is developed.

Task force: A subgroup of the coalition that is developed for specific activities, functions, or target audiences.

Tasting Party: A real-life method of teaching/learning about healthful eating.

Team Nutrition: A USDA initiative designed to help schools making healthy changes in the school meal plan do so easier and with more success.

Timeline: A written outline of actions organized by date for completion.

Variety: Eat a variety of foods each day to best meet your calorie and nutritional needs.

Visible Partners: Partners who are active in planning and initiating coalition actions.

Vision: A short memorable statement describing your dream.

VMSOA: Vision-Mission-Strategies-Objectives-Actions. A 5-step method for action planning.

Win/win partnership: A partnership in which each partner, member, and the coalition benefit from the relationship.

Workout: Often used to refer to exercise.

Youth Advisory Council (YAC): A council of students, teachers, and others that makes recommendations for any youth-related factor, including school meals, activity, or substance abuse.